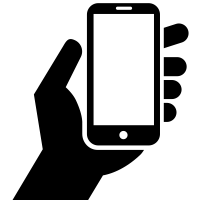
** *BOATING APPS FOR NYC***

**Web pages commissioned by East River CREW, Inc.**

**Existing Conditions**

Over the past decade, small recreational boats including **kayaks, rowing boats, personal water craft such as Jet Skis, and small motor boats** have increasingly enjoyed recreational access to the rivers and harbor of New York City. They share our harbor estuary, the city’s largest public open space, with larger commercial traffic -- ferries, tugs & barges, cruise ships, freighters, and others. To keep everyone safe, informed, and happy on the water, small recreational boaters (“boaters”) are required by the U.S. Coast Guard to **prepare written reports** (“cruise reports”) before each trip.

**Purpose of site**

**Apps for mobile phones** already provide online sources for much of the required cruise report information. However, **hundreds** of such apps now exist, and some are better and more relevant than others. **None** of the apps provide all the information needed for a cruise report. ***Boating Apps for NYC*** will **catalog** the most relevant apps, encouraging boaters to download and use the **best** **information** for mobile phones. This provides a necessary **convenience**, and **service** for the boaters on NY harbor.

**Target Audiences:**

**Boat leaders** (aka captains, skippers, or coxswains) and onshore “**designated worriers**” will be the primary users of the apps. However, **individuals** interested in safety and/or being more active boaters, can begin to understand the importance of each data point on a cruise report, and how best to locate it on their mobile phone. **Leadership** of large waterfront organizations will also enjoy using the apps to learn more about local waterways. Recently it has become critically important to provide safe and enjoyable boating experiences for all. The new waterfront parks -- Hudson River, Brooklyn Bridge, and the East River Esplanade -- pay careful attention to providing safe, meaningful access to the waterways for boaters of **all income groups, ages, and ability levels.**

**Style**

Since the purpose of the site is to **foster both safety and fun**, the site will be friendly, while maintaining its primary purpose of presenting apps that are accurate, and designed to foster safe and responsible boating practices.

**Photos and graphics of a general nature** will be included throughout the site, but not an image for each individual app.

**Measurable Goals:**

Success of the website will be measured by **traffic** to the site, **comments** to the blog, **shares on social media**, and new **apps** **added and approved** for this moderated database. There may also be a system whereby creators of apps would make **small tax-exempt cash transfers** to East River CREW Inc, a 501c3 non-profit organization, each time their app is downloaded or purchased.

**Content:**

Information about each app will include: **Purpose, Cost, Operating System, Brief Moderator Comment, and App Website URL.**

The site will also include a **blog** with moderated **comments**.

The site specifically does not include sailboats although sailors may find value here too. In general, the apps available to them include specialized information that may be confusing to other boaters.

**Functionality:**

The site will be sortable by **Purpose, Cost, Operating System, or Moderator Comments**.

**Cost** info will indicate FREE, or a dollar amount. **Operating system** will include Apple, Android, and or Apple Watch.

A **blog** with moderated comments will allow site users to provide updates and new apps for consideration.

The site will be **responsive**, supporting desktop, mobile, and tablet sizes.